



Data and Privacy File Guides

Apple Media Services: Web Preview Pages

July 2022

File name

Web Preview Pages.csv

File description

This file contains user experience click data for Apple Music web preview pages.

Why Apple keeps this information

Apple retains this information in order to understand user behavior and preferences, measure feature performance, and improve software design.

Field Name	Details
Action Details	Additional information about the user action
Action Type	The action's intended effect
App Name	The Apple application in which the user took action
App Version	The version of the App in which the user action was taken
Apple ID Number	Apple account identifying number
Available Subscriptions	All subscriptions associated with the user
Click Target	Identifier for the item for which the user searched
Click Target Type	The type of item clicked by the user (e.g., button, card)
Client App Description	Application on the device from which an action was completed
Client Browser Name	The browser on the user's device from which an action was completed
Client Browser Version	The version number of the browser on the user's device from which an action was completed
Client Device Version	The version of the user's device from which an action was completed
Client ID	A randomly generated device identifier (unique for each device), which expires every 6 months
Client OS	The operating system of the user's device from which an action was completed
Client OS Version	The version number of the operating system of the user's device from which an action was completed
Client Platform	The name of the platform of the user's device from which an action was completed

Field Name	Details
Client Size	The physical size of the user's device where an action was completed
Destination URL	The link used by the active application to link out to another application
Event ID	Unique identifier generated for each event
Event Post Date Time	Date and time on which the event posted to Apple's servers
Event Receipt Time	The time (UTC) in milliseconds at which the batch of events is received by the Apple's server
Event Time	Date and time on which the activity occurred
Event Type	The user action taken on an app (e.g., click, search, enter, exit, etc.)
Event Version	The schema version for the action taken by the user
External Referral URL	The internet address of the web browser page from which the user was linked into the application
IP	The IP address of the device from which the user action was taken
IP Bandwidth	Estimated bandwidth of device network connection from which the user action was taken
IP City	The city from which the action occurred, as determined by the user's IP address
IP Company	The ISP from which the IP address originated
IP Continent	The continent from which the action was taken, as determined by IP address
IP Country Code	The country from which the action occurred, as determined by the user's IP address
IP Latitude	The latitude, approximated to city level or equivalent, from which the event occurred, as determined from the user's IP address
IP Longitude	The longitude from which the event occurred, as determined from the user's IP address
IP Network	The network from which the action occurred, as determined by the user's IP address
IP Network Type	The type of network from which the action occurred, as determined by the user's IP address
IP Region Code	The region from which the event occurred, as determined from the user's IP address
IP Time Zone	The timezone from which the action was taken, as determined by IP address

Field Name	Details
Is Signed In	User has been authenticated
Language	The language in which the application text is displayed
Major Client OS Version	The major version number of the operating system of the user's device from which an action was completed
Network Connection	Type of internet connection, as determined by the user's operating system
OS Language	Language of the operating system used to complete the action
Page	The page from which the user action was taken
Page Click UI Location	The relative position of buttons on the web page
Page Details	Additional information related to the page from which the user action was taken
Page History	The last five pages viewed by the user
Page ID	The page on which the user action was completed
Page Type	Describes the type of page on which the user action was completed
Page URL	The internet address of the page on which the user action was completed
Platform	The hardware platform from which the action was taken
Platform Name	Name of the device platform from which the action was taken
Preexisting - Visit End Time	End time of each visit session
Preexisting - Visit Spill	Whether the user session continued into the next day
Referral App Name	Name of the referring application that caused the active application to launch
Referral URL	The internet address of the store page that caused another store page to load
Screen Height Pixel	Device screen height, in pixels
Screen Pixel Ratio	Pixel multiplier factor (e.g. 1, 2)
Screen Width Pixel	Device screen width, in pixels
Session Start Time	Start time for a period of time during which the user was interacting with the application
Signed In Client ID	When a user is signed in, a randomly generated device identifier for the user's device that changes every 6 months
Store Front Name	The country from which the action occurred

Field Name	Details
Tab	The tab or page within an application from which the action occurred
Timezone Offset Min	The difference between GMT (UTC) and the user's local time when an event originated, in minutes
Topic Interaction Value	The topic name for data related to these actions
Type	The type of event or primary activity
Type ID	Apple's internal namespace, such as a product category
User Agent	Information about the user's device, including the operating system and browser, from which an action was completed
User Subscription Status	The user's subscription status, when applicable
Visit ID	A unique identifier to group actions for a period of time during which the user was interacting with the application